<u>Program Description/Textbook or Print Instructional Material</u>

Vendor:__Thomson Learning/Course Technology_ Web Address:__www.course.com_____

Title: ___E-Commerce: Basics_____ _____

Author:__McClaren_____ Copyright: _2004_____

ISBN: ___0-619-05942-7__ Course/Content Area:_Vocational and Career Education; Marketing Program;
                                                            E-Commerce

Intended Grade or Level: _____9-12_____ Readability Level:____8.9__(Flesch Kincaid)_____

List Price: ___36.95_____ Lowest Wholesale Price: _____27.25_____

All materials bid as of July 1, 2003 must be offered in an alternative format for students who require reading accommodations. A description of the levels of accommodation is included on p. 8-9 of this bid packet. The Kentucky Department of Education must receive a copy of the alternative format if the material is placed on the State Multiple List.

Level of Accomodations (Level One, Two or Three)_ Level Three_____

If Level Two or Three, please provide rationale for not meeting Level One Compliance__ It is not financially feasible for our products to meet Level One at this time.

FEATURES

DISCLAIMER: The features of each book or program were developed by the publisher and do not reflect the opinion of the State Review Team, State Textbook Commission, nor of the Kentucky Department of Education.

<u>Content</u>
- Covers personal applications such as online banking and consumer education.
- Covers business applications such as Internet marketing, advertising, and security.
- Teaches how to build and maintain a commercial Web site.

<u>Student Experiences</u>
- Includes hands-on exercises and projects on business and the internet.
- For 20+ hours of instruction.

<u>Assessment</u>
This text shows how fundamental business concepts apply to the world of e-commerce. It covers personal applications such as online banking, retail purchasing, and consumer education as well as business applications such as Internet marketing, advertising, and security. The book shows how to build and maintain a commercial Web site and includes end-of-chapter projects that emphasize the practical application of technical skills in a business setting.

<u>Organization</u>
Unit 1 An Introduction to Electronic Commerce
Lesson 1 The Internet in Our Economy
Lesson 2 Types of Internet Businesses
Unit Review

Unit 2 Personal Business Services Online
Lesson 3 Searching for a Career
Lesson 4 Personal Finance on the Internet
Lesson 5 Internet Information Services
Unit Review
Unit 3 Buying Online
Lesson 6 Retail and Business Purchases
Lesson 7 Making Online Purchases
Lesson 8 Consumer Issues
Unit Review
Unit 4 Doing Business on the Web
Lesson 9 Internet Marketing
Lesson 10 Digital Advertising
Lesson 11 Global E-commerce
Unit Review
Unit 5 Developing a Web Site
Lesson 12 Creating a Web Site
Lesson 13 Developing a Web Site with Microsoft FrontPage
Unit Review

Resource Materials
Gratis Items To Be Provided And Under What Conditions
Instructor's Resource Kit (0-619-05565-0) Free 1 per teacher

Available Ancillary Materials

RESEARCH DATA AND EVIDENCE OF EFFECTIVENESS

DISCLAIMER: The research data and evidence of effectiveness was provided by the publisher and does not reflect the opinion of the State Review Team, State Textbook Commission, nor the Kentucky Department of Education.

*NOTE: Please complete this section by indicating the research data and evidence of effectiveness or give a web site where the information is located. If there is no research data and evidence of effectiveness, please indicate **"not available"** in the space.*

Group V - Career/Technical Vocational/Practical Living Education Instructional Materials Evaluation Tool Marketing

Title: E-Commerce Basics	Cost: $ 27.25

Publisher: Thomson

Item Evaluated: Text and Instructor CD

Copyright Date: 2003	Evaluator: Jayne Harris

Content Level: 11-12	Date of Evaluation July 31, 2003

Level of Alternative Format	Level 1 – Full Compliance	Level 2 – Provisional Compliance	Level 3 – Marginal Compliance

This section completed by Exceptional Children Services

Overall Strengths and/or Weaknesses

Disclaimer: Comments on the strengths and/or weaknesses of each book, material or program were written by members of the State Textbook/Instructional Materials Review Team and reflect their opinions . They do not reflect the opinions of the State Textbook Commission nor the Kentucky Department of Education. In addition, the State Textbook/ Instructional Materials Review Team completed each evaluation form during the week of July 28-Aug. 1, 2003. In order to maintain the integrity of the of the review team's comments, editing was limited to spelling and punctuation.

Recommendations:

☐ **X** Recommended by reviewers to State Textbook Commission

☐ Not recommended by reviewers to State Textbook Commission

Publisher's Explanation of Reviewer's Comments: By action of the State Textbook Commission, publishers are provided limited space, 150 words, to respond to what they may consider factual errors made by the reviewers in the evaluation.

Group V - Career/Technical Vocational/Practical Living Education Instructional Materials Evaluation Tool Marketing

Title: E-COMMERCE BASICS	Publisher: Thomson

Technology Management Summary Data:	20 possible points	_____20_____ points earned

Technology Management Comments: Web site www.course.com also available. Teacher CD has lesson plans, power point suggestions which can be modified, exam view allows for easy creation of student assessment and allows on-line and printed forms.

Technology Presentation/Interface Summary Data:	40 possible points	_____40_____ points earned

Technology Presentation/Interface Comments: Web site www.course.com also available. Teacher CD has lesson plans, power point suggestions which can be modified, exam view allows for easy creation of student assessment and allows on-line and printed forms.

Content Summary Data:	44 possible points	_____41_____ points earned

Content Comments: Has unit dedicated to the creation of a site. Comprehensive look at e-commerce from personal to business to marketing concepts. Marketing in the different economic systems is not covered. Security covered but little on other risks.

Instruction & Management Summary Data	52 possible points	_____51_____points earned

Instruction & Management Comments: Designed for in-depth look at e-commerce No direct ties to student organizations

Organization & Structure Summary Data	36 possible points	_____33_____ points earned

Organization & Structure Comments: Key concepts are highlighted. Visuals are all models of computer screens. Wire bound soft cover—will not be very durable but due to nature of the course hard cover not feasible

Resource Material Summary Data	40 possible points	_____31_____points earned

Resource Material Comments: Teacher's CD has lesson plans, Exam View, student activities. Web Site www.course.com available for additional resources. Teacher's Edition was not available for review.

Group V - Career /Technical & Vocational/Practical Living
Electronic Instructional Media Review Form
Stand Alone/Independent or Integrated Software for Business

Equipment (circle or change fill color)	Grade Level (circle or change fill color)	Audience (circle or change fill color)	Format (circle or change fill color)
Windows	Primary		Stand Alone/Independent
Macintosh	Intermediate	**Individual**	Integrated
CD-ROM	Middle	**Small Group**	**Supplemental**
DVD	**High**	**Large Group**	In lieu of basal test
Sound			
Other			

If other, explain

Cost: Included with text

___x____single copy	_____site license
_____network version	_____school version
____lab pack of ___ copies	_____online

Type of Software: Check all that apply	_____Simulation	___x__Management	_____Interdisciplinary	___x_Problem Solving	____Tutorial
	_____Exploratory	_____Creativity	___x__Drill and Practice	_____Critical Thinking	_____Utility	_____Other:

Rating Scale:	3—Some of the time	1—None of the time
4—All or the time	2—Minimally	0— Not applicable

Management	Rating
Allows customizing for individual learning needs.	4
Allows students to exit and resume at a later time.	4
Keeps a students performance record, where needed.	4
Allows control of various aspects of the software (e.g., turning sound off).	4
Allows for printed reports.	4
Comments: Web site www.course.com also available. Teacher CD has lesson plans, power point suggestions which can be modified, exam view allows for easy creation of student assessment and allows on-line and printed forms.	**Total 20**

Presentation/Interface	Rating
Presents material in an organized manner.	4
Has consistent, easy-to-use, on-screen instructions.	4
Has developmentally correct presentation format.	4
Adapts to different learning environments (learning styles/multiple intelligences, etc.)	4
Accessible for special needs students.	4
Runs smoothly, without long delays.	4
Presents easy-to-view text and graphics.	4
Presents easy-to-hear and understand sounds.	4
Avoids unnecessary screens, sounds, and graphics.	4
Provides immediate, appropriate feedback.	**4**
Comments: Has printable correlation to scans, power point slides are comprehensive	**Total 40**

Content—Marketing	Rating
Career Experiences	4
Employability Skills	4
Teamwork	4
Global Perspective	4
Mathematical Skills	4
Communication	4
Diversity	3
Ethical Practices	4
Academic Integration	3
Real World Application	**4**
Content Area Concepts Addressed	3
Comments: Has unit dedicated to the creation of a site. Comprehensive look at e-commerce from personal to business to marketing concepts. Marketing in the different economic systems is not covered. Security covered but little on other risks.	**Total 41**

Rating Scale:	2—Minimally
4—All or the time	1—None of the time
3—Some of the time	0— Not applicable

Instruction and Assessment	Rating
Identifies a Sense of Purpose	4
Builds on Student Ideals	4
Engages Students	4
Develops Marketing Ideas	4
Promotes Student Thinking	4
Assesses Student Progress	4
Enhances The Learning Environment	4
Reading level is appropriate for interest and ability level of intended student group; level remains consistent throughout.	4
Commonwealth Accountability Testing System (CATS) "like" Assessment is provided	3
Variety of Assessments (diagnostic, formative, summative, open response, multiple choice, individual, small group, oral, demonstrations, presentations, self and peer performance, portfolio prompts) is included.	4
Includes activities and opportunities for integration of technology.	4
Reflects researched-based practices (e.g. hands-on activities, technology, problem-solving situations)	4
Differentiation techniques and activities suggested.	4
Comments: Designed for in-depth look at e-commerce No direct ties to student organizations	**Total 51**

Rating Scale:	3 – Some potential for learning	1 - Not present
4 – High potential for learning	2 – Little potential for learning	0 – Not applicable

Organization and Structure	Rating
Organization is logical and allows for spiraling of content.	4
Vocabulary and key terms are clearly defined and easily accessible within each lesson.	4
Visual illustrations (e.g. graphs, charts, models) and examples are clearly presented and content-related.	4
Illustrations and language reflect diversity (e.g. racial, ethnic, cultural, age, gender, disabilities).	2
Legible type, length of lines, spacing, and page layout and width of margins contribute to overall appearance and use.	4
Student materials seem durable and conducive to daily use.	3
Includes sufficient glossary, index and appendices.	4
Employs accurate grammar and spelling	4
Organization of material can be effectively used with Standards Based Units, Core Content and Program of Studies.	4
Comments: Key concepts are highlighted. Visuals are all models of computer screens. Wire bound soft cover—will not be very durable but due to nature of the course hard cover not feasible.	**Total 33**

Resource Materials	Rating
Teacher materials coordinate easily with student materials (e.g. additional resources included at point of need, student pages shown, integration of technology indicated)	0
Activities are included that adapt to the various learning styles, intelligences, and interest/ability levels.	4
Extension activities including adaptations and accommodations for students with special needs.	3
Resources provide objectives, background information, common student errors, hints, advice for lesson implementation and real-world connections, connections with career and/technology and references (e.g. solution manuals, study guides)	4
Suggestions are made for integration of themes and /or interdisciplinary instruction.	3
Integration opportunities suggested and examples given.	3
Teacher resources are available online.	4
Online resources available – Repeat of information in text.	3
Online resources available – Practice skills only.	3
Online resources available – New application materials.	4
Comments: Teacher's CD has lesson plans, Exam View, student activities. Web Site www.course.com available for additional resources. Teacher's Edition was not available for review.	**Total 31**

Rating Scale:	2—Minimally
4—All or the time	1—None of the time
3—Some of the time	0— Not applicable